**What is claimed:**

1. In a system comprising a content provider computer system, a central

5    computer system, and a client computer system, a method comprising:

in an electronic content document retrievable from a content provider computer

system storing content documents, embedding code executable by a client

computer to invoke the central computer system to recognize key elements

10    on a document corresponding to the content document;

recognizing key elements in the document; and

generating annotation instructions for the client computer system to create one or

15    more annotations for one or more key elements in the content document and

sending the instructions to the client computer system.

2. The method of claim 1, wherein the code embedded into the content

document is embedded by a computer system under the control of the party

20    controlling the content provider computer system.

3.  The method of claim 1, wherein the code embedded into the content document is embedded by computer system under the control of the party controlling the central computer system.

5  4.  The method of claim 1 wherein, the code embedded into the content document is embedded by a party controlling a computer system associated with the Internet service provider for the client computer system.

5.  The method of claim 1, wherein the annotation for a key element is associated

10  with data ("key element data") that is suitable for forming a query for use by a search engine to locate information related to the key element.

6.  The method of claim 5, further comprising using the key element data to query a database of a computer system remote from the client system, the key

15  element data being sent to the remote computer by the client computer system, following a user's selection of the annotation.

7.  The method of claim 6, wherein the search is adapted to find information about products relating to the key element associated with the annotation.

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8.  The method of claim 7, wherein product-related information responsive to the query is returned to the user selecting the annotation.

9. The method of claim 7, wherein the product-related information is in the nature of at least one of (i) comparative product information and (ii) products listed by production.

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10. The method of claim 7, wherein the information is provided in a target document that includes means for a user to electronically retrieve additional information about a listed product.

10  11. The method of claim 7, wherein the target document is associated with means for making an online purchase of a listed product.

12. The method of claim 1, wherein the key element data associated with the annotation corresponds to the URL for a static document available over the 15  Internet.

13. The method of claim 1, wherein following a user's selection of an annotation key element data is sent to a remote computer system, the remote computer system uses the data to dynamically generate data comprising a data object 20  for sending to the client computer system.

14. The method of claim 13, wherein the data object comprises streaming media.

15. The method of claim 13, wherein the data object comprises computer code

5     executable by the client computer system.

16. The method of claim 1, wherein the recognizing occurs on the central computer system.

10    17. The method of claim 16, wherein the annotation instructions are generated on the central computer system.

18. The method of claim 1, wherein the annotation instructions direct the creation of a hyperlink in association with a key element.

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19. The method of claim 1, wherein the annotation instructions direct the creation of a pop-up window with links to information related to a key element recognized by the recognizer.

20    20. In a system comprising at least two computer systems, a method comprising:

on a first computer system, receiving over a packet-switched network a web page, the web page corresponding to a web page presented to the user of a second computer system;

5    on the first computer system, recognizing in the web page one or more predetermined key elements comprising one or more words relating to one or more products; and

sending annotation instructions from the first computer system to the second

10    computer system for use in creating annotations on the web page presented on the second computer.

21.    The method of claim 20, wherein each key element has a corresponding identifier that corresponds to a URL, and the annotation for a key element

15    includes key element data for forming a search query, the data being transmittable to a computer system with a search engine upon user selection of an annotated key element.

22.    A method comprising sending a key list from a remote computer system to a

20    client computer system, the client computer having executable code for performing one or both of annotation and recognition of key elements on the key list, the key list comprising a set of key elements and corresponding identifiers;

and the key list being adapted for the client computer to use in performing on an electronic document presented to a user of the computer system from a content provider computer system one or more of (i) recognizing key elements and (ii) annotating key elements.

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23. The method of claim 22, wherein the code includes means for key elements to be associated with a hyperlink to information related to a key element on the electronic document.

10   24. The method of claim 22, wherein the code includes means for key elements to be associated with a pop-up window displaying at least one link to information related to a key element on the electronic document.

25. The method of claim 22, wherein the electronic document is a web page sent
15       over a packet-switched network.

26. The method of claim 22, wherein the client computer system has code for performing both annotation and recognition of a web page received from a content provider.

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27. In a system comprising at least a content provider computer system and a consumer computer system, a method comprising:

on a first computer system, receiving an electronic document with at least one

predetermined key element;

5    from a second computer system, knowing the identity of the electronic document

received on the first computer system, sending instructions to the first

computer system for presenting to the user of the first computer system one

or more hyperlinks related to a key element on the electronic document so

the user may retrieve data or information related to the key element.

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28. The method of claim 27, wherein the instructions to the first computer system

are usable by that system to annotate the electronic document with data

corresponding to an identifier for to a key element.

15   29. The method of claim 27, wherein the electronic document includes code

executable by a second computer system to generate annotation instructions

that are sent to the first computer system for use in generating the hyperlink.

30. The method of claim 29, wherein the electronic document is a web page, and

20       prior to being received by the first computer system, a code executable by

the first computer system is embedded in the web page, the code being

capable of invoking the second computer to generate annotation instructions for the first computer system.

31. The method of claim 30, wherein the code is executable by the second
5 computer to retrieve a web page corresponding to the one received on the first computer system, the second computer recognizing predetermined key elements on the web page and sending annotation instructions to the first computer system for annotation of the web page on the first computer system.

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32. The method of claim 29, wherein the code is embedded in the electronic document by a computer system of an Internet service provider that serves as a conduit for the electronic page received by the first computer system.

15  33. In a system comprising at least two computer systems, a method comprising:

from a first computer system, providing a second computer system a set of predetermined key elements and corresponding identifiers for use in creating annotations for key elements on an electronic document;

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receiving from the second computer system data associated with an annotation

for a key element ("key element data") following selection of an annotation by

a user of the second computer system;

5    retrieving or generating data or information responsive to the key element data

received from the second computer system; and

sending the information to a computer system or output device associated with

the user selecting the annotation.

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34. The method of claim 33, wherein the key element data is suitable for forming

a query for use by a search engine to locate information related to the key

element, the key element data being transferred over a packet-switched

network to another computer system.

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35. The method of claim 34, wherein the information relates to products relating

to the key element.

36. The method of claim 35, further comprising using the key element data to

20    formulate a query in a database coupled to the other computer system and

sending product-related information generated from the query to the user

selecting the annotation.

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Docket No.: BIZ/01-0003
Express Mail No: EL627039307US, Deposited June 12, 2001

37. The method of claim 36, wherein the product-related information includes products listed by product category.

5 38. The method of claim 36, wherein the product-related information includes comparative product information.

39. The method of claim 36, wherein the information is provided in a target document that includes means for a user to electronically retrieve additional

10 information about a listed product.

40. The method of claim 39, wherein the target document is associated with means for making an online purchase of a listed product.

15 41. The method of claim 33, wherein the key element data comprises the URL for a static document available over the Internet.

42. The method of claim 33, wherein the key element data is used to dynamically generate data comprising a data object for sending to the

20 second computer system.

43. The method of claim 42, wherein the data object comprises streaming media.

44. The method of claim 42, wherein the data object comprises computer code executable by the second computer system.

5   45.  A method for use on a system of networked computers, comprising:

from a first central computer system, transmitting to a second computer system of a consumer code executable on the consumer computer system for (i) recognizing predetermined key elements on an electronic document and (ii)

10      annotating the key elements by associating recognized key elements with a URL for a second computer system computer system, the address being determinable from a key list comprising a set of key elements and corresponding identifiers.

15   46. The method of claim 45 wherein the code is executable to recognize and annotate key elements on a web page received from a content provider computer system.

47. The method of claim 46, wherein one or more key elements comprise one or

20      more words.

48. A computer code stored in memory on a central computer system and executable thereon, the code being invokable on the central computer system by a client computer system to generate annotation instructions for the client computer system to associate annotations with key elements on an

5      electronic page received by the client computer system from a content provider computer system.

49. A computer code stored in memory on a first computer system comprising the computer of a consumer and executable thereon, the code being

10     adapted to (i) recognize predetermined key elements on an electronic document received from a content provider computer system, and (ii) create an annotation for a key element by associating recognized key elements with an identifier corresponding to the address of a second computer system computer system, the identifier being determined from a set of key elements

15     and corresponding identifiers stored on the first computer system.

50. The computer code of claim 49, wherein the code is adapted to recognize and annotate an electronic document comprising a web page received by the first computer system from a content provider over a packet switched

20     network and the code uses a key list comprising the set of key elements and identifiers, the identifiers corresponding to one or more URLs.

51. The computer code of claim 50, wherein the code is adapted to recognize and annotate the web page using a key list with at least one key element comprising one or more words.

5   52. The method of claim 51, wherein the code is adapted to retrieve a key list from a remote computer system

53. A computer system comprising:

10   a first computer system in networked communication with a plurality of other computer systems, at least one of which is a content server;

means in the first computer for receiving an electronic page with content from a content provider computer system storing content pages;

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a key list stored on the system comprising a set of key elements and corresponding identifiers that correspond to addresses for electronic information or data that are relevant to a key element;

20   a recognizer module stored on the system for parsing a page received from the content provider computer system and identifying on the electronic page one

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or more listed key elements matching to predetermined key elements in the stored list;

an annotation module stored on the system for associating identified key

5      elements with an annotation from the key list so that a user presented the electronic page can retrieve information related to the key element by selecting annotation.

54. A web document stored in memory on a server, the web document containing

10     code executable by a client computer system enabling the client computer to invoke a remote computer system to generate annotation instructions that are returned to the client computer system, the annotation instructions being used by the client computer system to create an annotation for a predetermined key element on the web document.

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55. The web document of claim 54, wherein the key element comprises one or more words.

56. The web document of claim 54, wherein the server is a content server.

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57. The web document of claim 54, wherein the server is controlled by a party other than the party that is the source of the web document.

58. The web document of claim 54, wherein the server is controlled by the party controlling the Internet service provider that serves as a conduit for delivery of the web document to the client computer system.

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59. The web document of claim 54, wherein the executable code comprises instructions directing the client computer system to access a URL for the remote computer system.